FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information

Permit No: F00031883-B **Type of Permit:** FILMING **Release Date:** 09/29/2010

Production Company @RADICAL MEDIA, INC

Insured Company Name @RADICAL MEDIA, INC

Contact Phone No. 1 310-664-4563
Contact Phone No. 2
Fax
Address 1630 12TH ST
SANTA MONICA, California 90404

Production Title FRITO LAY

Type of Production Commercial - Standard

Producer Barbara Benson

Director Steve Miller

1st AD Michael Salven

Production Manager Ted Liotopoulos

FilmL.A. Coordinator Naomi Kajiyama

Location Manager Anthony Roman
Primary Phone Mobile - 310-869-6289
Secondary Phone Office - 310-664-4500

Location Assistant N/A N/A
Primary Phone Office - 000-000-0000
Secondary Phone

Fees

LA CITY DWP-PREP-STRIKE POWER PLANTS OTHER	$400.00
LA CITY DWP - SECURITY SERVICE FEE	$100.00

Total Permit Fee $500.00

Number of Locations 1

NOT A PERMIT

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Summary Information — Location

Permit Number F00031883-B
Production Company @RADICAL MEDIA, INC
Insured Company @RADICAL MEDIA, INC
Production Title FRITO LAY

Location Manager Anthony Roman
Primary Phone Mobile - 310-869-6289
Secondary Phone Office - 310-664-4500

Location Address 645 - 637 Pass Ave, Burbank, CA, 91505

Location Type Treatment Plant

Prep Dates 9/28/2010 - 9/28/2010 08:00 - 19:00

Film Dates 9/29/2010 - 9/29/2010 08:00 - 14:00

Strike Dates 9/30/2010 - 9/30/2010 00:00 - 00:00

Open or Closed to the Public Closed

Generic Conditions No Cast and Crew parking on areas streets.
No interference with merchant activity
No interference with vehicular or pedestrian traffic

Please see attached document @Radical.FritoLay.31883.AL.pdf

Equipment on Location

Type	Quantity
5 or 10 ton trucks	3
Cast/Crew vehicles	50
Cube Trucks	2
Generator	1
Motor Homes	2
Stakebed Trucks	2
Vans	3

Personnel on Location

Type	Quantity
Cast	5
Crew	45

Filming Activities Exterior Dialogue; Building construction zone in lot; Catering at DWP Lot at N Pass AV & W Clark Av (APN #: 2481-019-270) ; (Prep: 20 crew, building a steel deck stage to look like the beginning of a house -- the stage will be approximately 30' x 20', there will be no digging on property);

Jurisdiction **Political:** Los Angeles County - Supervisor District 1 **Police:** Burbank Police Department **Fire:** Burbank Fire Department

Thomas Guide **Page:** 563 **Grid:** C3

Approvals LOS ANGELES CITY DEPARTMENT OF WATER & POWER Connie Sanchez

Coordinator Note Must obtain a separate permit with City of Burbank

Coordinator Note Rider B (no charge) adds strike date; collects DWP fees

Coordinator Note 1 DWP personnel required at $50/hr 9/28 0800-1900 hrs, 9/29 0700-2200 hrs, & 9/30 1200-1400 hrs

Parking

Base Camp
Location Type : DWP property
Street : DWP Lot at N Pass Av & W Clark Av (APN #: 2481-019-270) 9/29

Crew Parking
Location Type : DWP property
Street : DWP Lot at N Pass Av & W Clark Av (APN #: 2481-019-270) 9/29

NOT A PERMIT

Appointment of Pacific Production Services
As Authorized Agent and Representative

I certify that I am a representative of radical media inc ("Principal") and am authorized to enter into binding contractual agreements on its behalf. I further certify that I am authorized by Principal to appoint other representatives and agents for Principal and to give such representatives and agents authority to enter into and bind Principal to agreements relating to the issuance of and compliance with location film (e.g. theatrical, television, commercial and other motion picture filming) and still photographic permits, including the permits themselves and any riders to such permits. Acting on behalf of Principal in my capacity as its authorized representative, I appoint Pacific Production Services and it employees and agents ("PPS") as Principal's authorized representatives and agents to apply for location film (e.g. theatrical, television, commercial and other motion picture filming) and still photographic permits on behalf of Principal through FilmLA, Inc. for any city, county or through any other jurisdictions where FilmLA, Inc. operates, to negotiate, discuss, accept, modify, agree to and bind Principal to the terms and conditions of such permits (including all restrictions and/or community guidelines applicable to any such permit); and to execute such permits on behalf of Principal. Principal understands, acknowledges and agrees that it (and/or its insurer) remains responsible and liable for all obligations imposed by or incidental to any permit or rider issued to Principal signed by any employee or agent of (including any coordinator, runner or messenger used by) PPS. Principal further agrees to comply with the terms and conditions of any such permits and hereby appoints PPS as an authorized representative to facilitate compliance with such terms and conditions following issuance of any such permits and to enter into agreements for Principal with respect thereto. Any person, agency, entity, or organization (including FilmLA, Inc. and any city, county or other jurisdictions where FilmLA, Inc. operates) may rely upon this appointment and need not obtain further authorization for any act described herein. An original or faxed copy of this appointment shall be sufficient, and may be treated as an original for your purposes. The appointment may be revoked by Principal at any time in writing delivered to FilmLA, Inc., but in any case shall expire one (1) year from the date of execution set forth below.

I declare under penalty of perjury under the laws of the State of California that I am authorized to appoint PPS as agent for Principal, and based upon that authority I hereby appoint PPS as Principal's agent as set forth herein.

Date: 7/29/10

Representative's Signature

Tracie Machczynski

Representative's Name (Please Print)

Staff Prod Super.

Representative's Title (Please Print)

radical - media, inc

Name of Principal (i.e. company name) (Please Print)

1630 12th STREET

SANTA MONICA, CA 90404

Principal's Mailing Address (Please Print)

310/664-4500

Principal's Phone Number (Please Print)

Pacific Production Services
Eric Nichols, President
6513 Hollywood Blvd, Suite 214
Hollywood, CA. 90028
Ph. 323-465-9179 Fx. 323-465-9869

SAMPLE